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REMARKS

Claims 1-2, 7, and 14-20 are amended to specify that the plurality of host Web pages comprise content provided by the partners relating to the theme and that the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences. Support for the amendments can be found at paragraphs [0042], [0046], and [0061] of the published application.

Claims 1-2, 7, 14, and 16-20 are amended to specify that user access to the content is tracked. Support for the amendments can be found at paragraphs [0069]-[0072] of the published application.

Claim 5 is amended to specify that the host Web site comprises content provided by the partners dedicated to the theme. Support for the amendments can be found at paragraph [0042], [0046], and [0061].

While the Office Action Summary indicates that claim 19 was a rejected claim, the Examiner has not provided any support for the rejection in the Detailed Action section of the Office action to which the Applicants can respond.

Claims 1-20 are currently pending. The Applicants respectfully request reconsideration of the application as amended.

I. Rejection of Claims 1-2, 7-8, 10-18, and 20 Under 35 U.S.C. 102(e)

The Examiner rejected claims 1-2, 7-8, 10-18, and 20 as being disclosed by Skinner, US Publication No. 2002/0101137 under 35 U.S.C. 102(e).

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The Office action identifies the Skinner reference as US Publication No. 2002/0101137. This publication number, however, is a reference by Tanikawa et al. entitled, "Piezoelectric actuator and its manufacturing method and ink-jet printhead." After studying Tanikawa et al., the Applicants believe that the Examiner inadvertently cited Tanikawa et al. when Skinner, U.S. Pub. No. 2004/0107137, was the intended reference. For this reason, the Applicants' response to the Office action is submitted under the belief that the identified paragraphs in each rejection are those of Skinner and not Tanikawa et al. Furthermore, it is believed that Tanikawa et al., US Pub. No. 2002/0101137 which was identified in the Notice of References Cited provided with the Office action was a typographical error, and that Skinner, U.S. Pub. No. 2004/0107137, was the intended to be listed. Applicants request a corrected Notice of References Cited.

Applicants submit that each and every element as set forth in the recited claims, as amended, is not found in the Skinner reference. Thus, the cited reference does not anticipate the claims. Reconsideration is therefore respectfully requested of the rejection of claims 1-2, 7-8, 10-18, and 20 under 35 U.S.C. 102(e) as being disclosed by Skinner.

A. Claims 1, 7-8, 10-13, 18, and 20

Claims 1, 7-13, 18, and 20, as amended, are directed to an integrated web ring (IWR) site of a host and a plurality of partners for providing and managing information relating to a theme and for tracking access to the information by users. The IWR site comprises, among other elements, a plurality of host Web pages comprising content provided by the partners relating to the theme and tracking software for monitoring user access to

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the content on the host Web pages, wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Skinner, U.S. Pub. No. 2004/0107137, discloses an automated web ranking system for monitoring online marketing media and maximizing the effectiveness of advertising through banner ads, click-through search engines, links, affiliate programs and other advertising media. See Skinner, paragraphs [0011] and [0035]. The system includes a tracking engine that records the date and time a user clicks on an advertiser's listing or banner ad.

Skinner does not disclose an integrated web ring site wherein tracking software is utilized for monitoring user access to content, wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences. Thus, the presently claimed invention tracks user access to content related to the theme which is provided by the partner Web page, and not merely to simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The integrated web ring (IWR) site specified in claims 1, 7-13, 18, and 20 are not anticipated by Skinner because the reference does not disclose all the elements of claims, as amended. For the above reasons, the Applicants respectfully request withdrawal of the rejection of claims 1, 7-13, 18, and 20 under 35 U.S.C. §102(e).

B. Claims 2, 14, and 17

Claims 2, 14, and 17, as amended, are methods specifying, among other elements, a plurality of host Web pages comprising

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content provided by the partners relating to the theme and tracking user access to the content, wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Skinner does not disclose a method wherein tracking software is utilized for monitoring user access to content, wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences. Thus, the presently claimed methods track user access to content related to the theme which is provided by the partner Web page, and not merely to simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The methods specified in claims 2, 14, and 17 are not anticipated by Skinner because the reference does not disclose all the elements of claims, as amended. For the above reasons, the Applicants respectfully request withdrawal of the rejection of claims 2, 14, and 17 under 35 U.S.C. §102(e).

C. Claim 15

Claim 15, as amended, is a method specifying, among other elements, establishing a contract between a host and partners that specifies the content of the partner Web pages, wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Skinner does not disclose a method wherein a contract is established that specifies the content on a partner Web page, wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences. Thus, the presently claimed methods track

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user access to content related to the theme which is provided by the partner Web page, and not merely to simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The method specified in claim 15 is not anticipated by Skinner because the reference does not disclose all the elements of claim, as amended. For the above reasons, the Applicants respectfully request withdrawal of the rejection of claim 15 under 35 U.S.C. §102(e).

D. Claim 16

Claim 16, as amended, is a system for providing information relating to a theme and for presenting product related to the theme. The claim specifies, among other elements, a plurality of host Web pages comprising content provided by the partners relating to the theme and tracking software for monitoring user access to the content, wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Skinner does not disclose a system wherein tracking software is utilized for monitoring user access to content, wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences. Thus, the presently claimed invention tracks user access to content related to the theme which is provided by the partner Web page, and not merely to simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The method specified in claim 16 is not anticipated by Skinner because the reference does not disclose all the elements

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of claim, as amended. For the above reasons, the Applicants respectfully request withdrawal of the rejection of claim 16 under 35 U.S.C. §102(e).

II. Rejection of Claim 5 Under 35 U.S.C. 102(e)

The Examiner rejected claim 5 as being disclosed by Knapp et al., US Patent No. 6,769,010. Applicants submit that each and every element as set forth in claim 5, as amended, is not found in the Knapp et al. reference. Thus, the cited reference does not anticipate the claims. Reconsideration is therefore respectfully requested of the rejection of claim 5 under 35 U.S.C. 102(e) as being disclosed by Knapp et al.

Claim 5, as amended, is directed to a method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site comprising content provided by the partners dedicated to a theme, the IWR site comprising partner Web pages, wherein the host Web site is accessible by users, each partner providing at least one partner Web page comprising content related to the theme of the IWR site accessible by links from the host Web site, wherein at least some of the partners are retailers offering products whose sale via the IWR site brings commissions to the host.

Knapp et al. disclose an apparatus for distributing information over a network, where in one embodiment advertising revenue or access revenue obtained from the website (host) are shared with the contributor (partners). Knapp et al. do not disclose a method wherein partners offering products whose sale via an integrated web ring brings commissions to the host.

The method specified in claim 5 is not anticipated by Knapp et al. because the reference does not disclose all the elements

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of claim 5, as amended. For the above reasons, the Applicants respectfully request withdrawal of the rejection of claim 5 under 35 U.S.C. §102(e).

II. 35 U.S.C. 103(a)

The Examiner rejected claims 3, 4, 6, and 9 are obvious in view of the prior art under 35 U.S.C. 103(a).

For claimed subject matter to be *prima facie* obvious under 35 U.S.C. §103 in view of prior art, the prior art references must individually or in combination disclose or suggest each of the requirements of the claim. The references must also suggest or provide a motivation to one skilled in the art to modify the cited references or combine their teachings. Finally, one skilled in the art, upon reading the prior art references, must have a reasonable expectation of success in modifying or combining the references. MPEP §§ 2143-2143.03.

A. Claim 3

The Examiner rejected claim 3 as being unpatentable over Skinner, US Publication No. 2004/0107137 in view of Percival, U.S. Publication No. 2004/0039795, under 35 U.S.C. 103(a).

Claim 3 depends from claim 2 and is directed to a method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a host and a plurality of partners. The method comprising the steps of providing a plurality of partner Web pages comprising the information and provided by the partners relating to the theme; providing a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme; authorizing the host to select a partner Web page comprising the information; providing a link

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from the host Web site to the selected partner Web page;
tracking user access to the content; and allowing the host to
modify a title of the partner Web page as it appears on the host
Web site; wherein the content is information other than simple
links, short descriptions of links, banner ads, promotional
graphics, or short sentences.

The disclosure of Skinner is described in detail above.

Percival discloses a Web page authoring system and method
wherein a user can update variable content Web pages. See
Percival, paragraph [0001]. Percival discloses that the title
that appears at the top of a Web page can be customized by a
user. See Percival, paragraph [0163].

Neither Skinner nor Percival individually or in combination
disclose or suggest a method wherein tracking software is
utilized for monitoring user access to content, wherein the
content is information other than simple links, short
descriptions of links, banner ads, promotional graphics, or
short sentences. Thus, the presently claimed methods track user
access to content related to the theme which is provided by the
partner Web page, and not merely to simple links, short
descriptions of links, banner ads, promotional graphics, or
short sentences.

Because all of the elements of claim 3 are not disclosed or
suggested by the cited references, claim 3, as amended, is not
obvious in over Skinner, further in view of Percival. For the
above reasons, and for the reasons, the Applicants respectfully
request withdrawal of the rejection of claim 3 under 35 U.S.C.
§103(a).

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B. Claim 4

The Examiner rejected claim 3 as being unpatentable over Skinner, US Publication No. 2004/0107137 in view of Han, U.S. Publication No. 2001/0044800, under 35 U.S.C. 103(a).

Claim 4 depends from claim 2 and is directed to a method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a host and a plurality of partners. The method comprising the steps of providing a plurality of partner Web pages comprising the information and provided by the partners relating to the theme; providing a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme; authorizing the host to select a partner Web page comprising the information; providing a link from the host Web site to the selected partner Web page; tracking user access to the content; and allowing the host to index the partner Web page as it appears on the host Web site; wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The disclosure of Skinner is described in detail above.

Han discloses a system and method of organizing information wherein search terms can be indexed against a knowledge wherein associations can be made between search terms and web pages, URLs and the like. See Han, paragraphs [0001] and [00012] and abstract.

Neither Skinner nor Han individually or in combination disclose or suggest a method wherein tracking software is utilized for monitoring user access to content on a partner Web page, wherein the content is information other than simple

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links, short descriptions of links, banner ads, promotional graphics, or short sentences. Thus, the presently claimed methods track user access to content related to the theme which is provided by the partner Web page, and not merely to simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Because all of the elements of claim 4 are not disclosed or suggested by the cited references, claim 4, as amended, is not obvious in over Skinner, further in view of Han. For the above reasons, and for the reasons, the Applicants respectfully request withdrawal of the rejection of claim 4 under 35 U.S.C. §103(a).

C. Claim 6

The Examiner rejected claim 6 as being unpatentable over Knapp et al., US Patent No. 6,769,010 further in view of Barzilai et al., U.S. Publication No. 2002/0029201, under 35 U.S.C. 103(a).

Claim 6 depends from claim 5 and is directed to a method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site comprising content provided by the partners dedicated to a theme, the IWR site comprising partner Web pages, wherein the host Web site is accessible by users, each partner providing at least one partner Web page comprising content related to the theme of the IWR site accessible by links from the host Web site, wherein at least some of the partners are retailers offering products whose sale via the IWR site brings commissions to the host. The method comprising the steps of receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner

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Web site related to the theme of the IWR site; obtaining agreement from the candidate retail partner to abide by a stated policy, wherein the candidate retail partner agreeing to abide by a stated privacy policy, to abide by a suitable return policy for the protection of customers, and to provide searchable product information that can be screened or sorted by the host during a user product search according to predetermined user preferences relative to at least one of price and manufacturer identity; reviewing the Web site of the candidate retail partner to determine if the content does not violate content criteria for IWR partners; and joining the candidate retail partner to the IWR site if the candidate retail partner has met the requirements of obtaining and reviewing steps and by means of a contract identifying payment procedures and responsibilities of both the retail partner and the host.

Knapp et al., described above, disclose an apparatus for distributing information over a network, where in one embodiment advertising revenue or access revenue obtained from the website (host) are shared with the contributor (partner). Knapp et al. do not disclose a method wherein partners offering products whose sale via an integrated web ring brings commissions to the host.

Barzilai et al. disclose a method of exchanging information between parties wherein a privacy policy agreement is utilized between an online buyer and seller that specifies the disclosure of information of the parties. See Barzilai et al., paragraphs [0053] and [0055]. Barzilai et al. also disclose that the comparison of prices and terms among multiple online vendors. See Barzilai et al., paragraph [0005].

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Neither Knapp et al. nor Barzilai et al. individually or in combination disclose or suggest a method wherein partners offering products whose sale via an integrated web ring brings commissions to the host.

Because all of the elements of claim 6 are not disclosed or suggested by the cited references, claim 6, as amended, is not obvious in over Knapp et al., further in view of Barzilai et al. For the above reasons, and for the reasons, the Applicants respectfully request withdrawal of the rejection of claim 6 under 35 U.S.C. §103(a).

D. Claim 9

The Examiner rejected claim 9 as being unpatentable over Skinner, US Publication No. 2002/0101137 further in view of Knapp et al., US Patent No. 6,769,010, under 35 U.S.C. 103(a). Claim 9 depends from claim 7 and is directed to an integrated web ring (IWR) site of a host and a plurality of partners for providing and managing family, mothering, fathering, child raising, child development, education, entertainment, family, finance, health, home and garden, shopping, community or other parent information or interests information relating to a parenting theme. The IWR site comprises a plurality of partner Web pages relating to the theme and provided by the partners; a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages comprising content provided by the partners relating to the theme; a link from the host Web site to a selected partner Web page; a common navigational tool provided by the host Web site for searching and accessing only the host Web pages and the selected partner Web page; and a tracking software, said software tracking user

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access to the content; wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

The Skinner and Knapp et al. references are described above in detail.

Neither Skinner nor Knapp et al., either individually or in combination, disclose or suggest an integrated web ring site wherein tracking software is utilized for monitoring user access to the content wherein the content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

Because all of the elements of claim 9 are not disclosed or suggested by the cited references, claim 9, as amended, is not obvious in over Skinner, further in view of Knapp et al. For the above reasons, and for the reasons, the Applicants respectfully request withdrawal of the rejection of claim 9 under 35 U.S.C. §103(a).

In view of the foregoing, favorable reconsideration and allowance of claims 1-20 is requested. The Applicants wish to expedite prosecution of this application. If the Examiner deems the claims as amended to not be in condition for allowance, the Examiner is invited and encouraged to telephone the undersigned to discuss making an Examiner's amendment to place the claims in condition for allowance.

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Please apply any charges or overpayment to deposit account
19-1345.

Respectfully submitted,



Anthony R. Kinney, Reg. No. 44,834
SENNIGER POWERS
One Metropolitan Square, 16th Floor
St. Louis, Missouri 63102
(314) 231-5400

ARK/leb

Mail Stop Amendment
Via Facsimile - 571-273-8300